

RINGKASAN

Koperasi Serba Usaha (KSU) Nira Satria adalah koperasi pengelolaan gula semut organik, sebagai salah satu koperasi usaha bagi perajin gula semut di Daerah Banyumas. Adanya jalinan kemitraan tersebut, diharapkan perajin gula semut dapat meningkatkan kualitas dan kuantitas gula semut, sehingga pendapatannya meningkat. Karenanya, perlu adanya analisis kepuasan untuk perbaikan-perbaikan kinerja kemitraan. Penelitian ini bertujuan: 1) Menganalisis tingkat kepuasan perajin gula semut mitra terhadap kinerja kemitraan dan komponen pembentuk kinerja kemitraan. 2) Menganalisis faktor-faktor yang mempengaruhi kepuasan perajin gula semut mitra terhadap kinerja kemitraan dengan KSU Nira Satria.

Penelitian di laksanakan di KSU Nira Satria di Desa Sokawera dan Desa Kedungurang, Kabupaten Banyumas. Sasaran responden adalah perajin gula semut mitra. Penentuan responden dilakukan menggunakan metode pengambilan acak sederhana (*simple random sampling*) dengan teknik undian. Jumlah sampel di peroleh sebanyak 66 responden. Metode analisis data di gunakan adalah Analisis Deskriptif dengan bantuan alat ukur *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA) dan Regresi Linier Berganda.

Hasil analisis menunjukkan bahwa kepuasan perajin gula semut mitra terhadap kinerja kemitraan dengan KSU Nira Satria secara keseluruhan berada dalam kategori “Puas” dan beberapa atribut komponen pembentuk kinerja kemitraan memiliki tingkat kepentingan yang tinggi, namun kinerjanya masih dinilai rendah oleh perajin gula semut mitra. Atribut-atribut yang dimaksud adalah: atribut 2 (Kemudahan dalam mendapatkan sarana produksi) dan atribut 6 (Kesesuaian harga beli gula semut). Variabel umur, tingkat pendidikan, pengalaman bermitra, hubungan kemitraan dan jaminan harga gula semut secara bersama-sama mempengaruhi kepuasan perajin gula semut mitra terhadap kinerja kemitraan KSU Nira Satria sebesar 48.9 persen dan sisanya dipengaruhi variabel lain yang tidak di teliti dalam penelitian ini. Secara individu variabel yang berpengaruh adalah variabel pengalaman bermitra, hubungan kemitraan dan jaminan harga gula semut, sedangkan umur dan tingkat pendidikan tidak berpengaruh secara nyata.

Kata kunci: Gula Semut, Kepuasan, Kemitraan, KSU Nira Satria

SUMMARY

The Multipurpose Cooperative (KSU) Nira Satria is an organic ant sugar management cooperative, as one of the business cooperatives for ant sugar crafters in the Banyumas Region. With the partnership, it is hoped that the ant sugar producers can improve the quality and quantity of ant sugar, so that their income will increase. Therefore, there is a need for satisfaction analysis for partnership performance improvements. This study aims to: 1) Analyze the level of satisfaction of partner ant sugar crafters on the performance of partnerships and components forming partnership performance. 2) Analyzing the factors that influence the satisfaction of partner ant sugar crafters on partnership performance with KSU Nira Satria.

The research was carried out at KSU Nira Satria in Sokawera Village and Kedungurang Village, Banyumas Regency. The target of the respondents was partner sugar crafters. Determination of respondents was conducted using a simple random sampling method with lottery techniques. The number of samples was 66 respondents. The data analysis method used is descriptive analysis with the help of the Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA) and Multiple Linear Regression.

The results of the analysis show that the satisfaction of partner ant sugar crafters on partnership performance with KSU Nira Satria as a whole is in the category of "Satisfied" and some attributes of the components forming partnership performance have a high level of importance, but its performance is still underestimated by partner sugar crafters. The attributes in question are: attribute 2 (Ease in getting production facilities) and attribute 6 (Conformity to the purchase price of ant sugar). Variables of age, education level, partnering experience, partnership relationship and guarantee of the price of ant sugar jointly affect the satisfaction of partner ant sugar crafters on the partnership performance of KSU Nira Satria by 48.9 percent and the rest influenced by other variables not examined in this study. Individually influential variables are variable experience of partnerships, partnership relationships and guaranteed prices of ant sugar, while age and level of education do not significantly influence.

Keywords: Ants Sugar, Satisfaction, Partnership, KSU Nira Satria